

ACTION  
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CONFIDENTIAL  
UNITED STATES  
INFORMATION AGENCY

INCOMING  
TELEGRAM

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ACTION OFFICE FOR-01  
INFO ACOC-01 DSO-02 VG-01 DIS-01 PB-02 NEA-03 PG-01 PR-01  
PGF-01 PF-01 PPFN-02 PPF-01 VBS-01 VBXC-01 VBXM-01  
VRN-01 VRR-01 /023 AS 16

O 180711Z NOV 86  
FM AMEMBASSY ISLAMABAD  
TO RUENIA/USIA WASHDC IMMEDIATE 5294  
INFO RUENIC/SECSTATE WASHDC IMMEDIATE 9634  
RUSBPV/AMCONSUL PESHAWAR 6318  
BT  
CONFIDENTIAL

USIA

FOR P/BH, INFO NEA, P/G  
STATE FOR NEA/PAB, NEA - PASS TO AMB. DUNBAR  
NEA/PAB - PLEASE PASS TO AMB. NINTON

E.O. 12356, OADR

SUBJECT: ~~AMERICAN MEDIA PROJECT - ISLAMABAD~~

REF: USIA 76484

1. NEWS THAT YOU ARE MOVING AHEAD WITH IMPLEMENTATION OF THE MEDIA PROJECT IS WELCOME INDEED. HERE ARE OUR PRELIMINARY THOUGHTS ON SOME OF THE POINTS YOU RAISED REFTEL.

2. WITHOUT KNOWING MORE THAN WE DO ABOUT SOME OF THE PLAYERS, IT IS HARD TO MAKE A BALANCED JUDGMENT OF THE OVERALL EFFECTIVENESS OF THE PROPOSED CONSORTIUM. WE ARE SORRY HEARST IS DROPPING OUT. FROM OUR PERSPECTIVE, THE MOST IMPORTANT THING IS TO HAVE A SOLID, PROFESSIONAL MARKETING OPERATION. MUCH OF THE REST OF THE NEWS AGENCY CAN BE HANDLED ON THE GROUND HERE, BUT IF THERE IS NOT AN EFFECTIVE MARKETING LINK THEN THE WHOLE THING WILL FALL FLAT. IF WESTINGHOUSE GROUP W DOES INDEED OFFER THIS, THEN THAT SOUNDS FINE TO US.

3. WE'RE STILL NOT TOTALLY CLEAR ABOUT THE ROLE OF MEDIAPROMPT. WOULD THEY AUGMENT THE TRAINING OR WOULD THEY AUGMENT THE MARKETING SIDE?

ABLE TO TELL THEM THAT I AM "ABOUT" TO HAVE THIS WILL NOT BE GOOD ENOUGH. I HAVE TOLD THEM OFTEN ENOUGH OVER THE PAST FOUR MONTHS THAT WE WILL HAVE THE FUNDING PACKAGE TOGETHER "SHORTLY" THAT MY CREDIBILITY IS STRETCHED PRETTY THIN ON THIS POINT. PLEASE CONFIRM BY RETURN IMMEDIATE CABLE. PLEASE ALSO INCLUDE AN OUTLINE OF THE PROPOSED BUDGET

7. BASED ON PAST EXPERIENCE WITH THIS PROJECT, I THINK A JANUARY 2 START-UP DATE FOR THE TRAINING IS NOW UNREALISTIC. IN AN EARLIER COMMUNICATION I HAD SUGGESTED THAT IF WE COULD GET GOING HERE BY THE FIRST OF NOVEMBER, THE FIRST OF JANUARY MIGHT BE OKAY. HOPJOY SEEMS TO HAVE PICKED UP ON THAT POINT. REST ASSURED, HOWEVER, THAT WE WILL DO EVERYTHING THAT WE CAN TO MOVE THIS ALONG JUST AS QUICKLY AS POSSIBLE.  
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Released by the  
United States Information Agency  
Under the Freedom of Information  
Act. Date June 9, 1988 HIL-6

5. IS REFTEL A FIRM INSTRUCTION FOR ME TO GO AHEAD AND TELL THE COP THAT AS OF THIS DATE THEY CAN GO AHEAD AND HIRE THE NEWS AGENCY DIRECTOR AND THAT THE FIRST